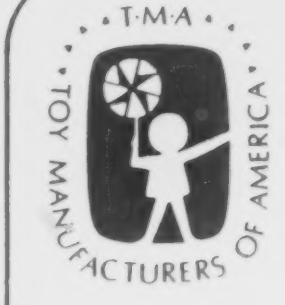


TOY MANUFACTURERS OF AMERICA, INC.

MONTHLY MARKET TREND REPORT

JULY 1991

MONTHLY MARKET TREND REPORTS
TOY MANUFACTURERS OF AMERICA, INC.
SHIPMENTS AND ORDERS RECEIVED
(THIS MONTH VERSUS SAME MONTH LAST YEAR)

REPORT FOR
MONTH OF JULY 1991

40 MANUFACTURERS

SHIPMENTS

	COMPOSITE RESULTS			YOUR COMPANY		
	MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)		MILLIONS OF $	CHANGE FROM PRIOR YEAR (+/-)	
		$	%		$	%
MONTH						
1991	289.5	+40.1	+16.1			
1990	249.4	-31.4	-11.2			
1989	280.8					
CUMULATIVE YTD						
1991	2108.9	+31.9	+1.5			
1990	2077.0	-154.2	-6.9			
1989	2231.2					

ORDERS RECEIVED

UNCONFIRMED ORDERS ARE NOT INCLUDED
CANCELLATIONS ARE EXCLUDED FROM CUMULATIVE ORDERS

MONTH						
1991	384.5	+168.5	+78.0			
1990	216.0	-47.0	-17.9			
1989	263.0					
CUMULATIVE YTD						
1991	3752.3	-21.1	-0.6			
1990	3773.4	-214.7	-5.4			
1989	3988.1					

Note: + Signifies increase over prior year, – signifies a decrease.

Compiled by:
The NPD Group

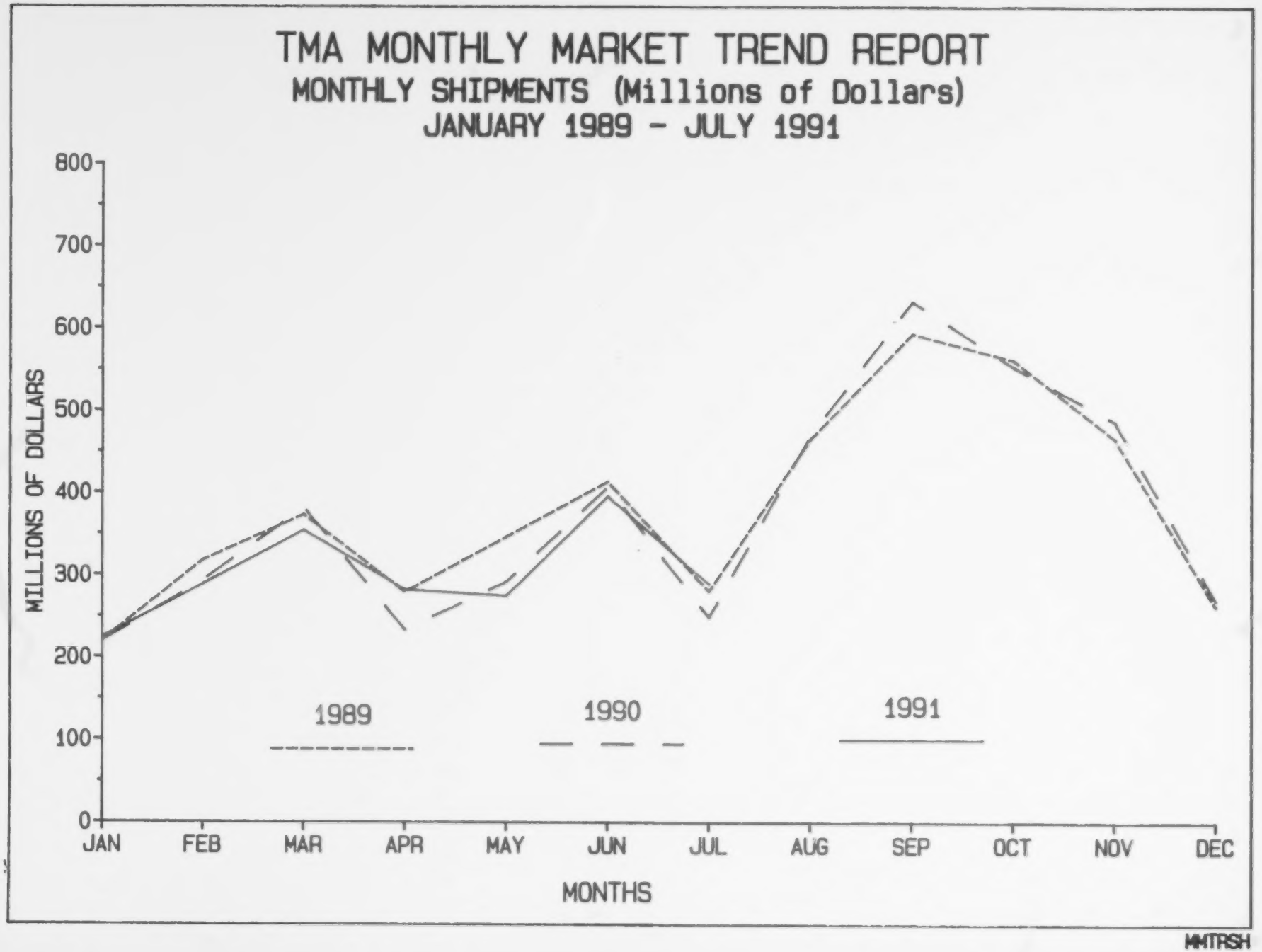
MONTHLY MARKET TREND REPORT
TOY MANUFACTURERS OF AMERICA, INC.
(40 MANUFACTURER BASE)
DOLLAR TREND BY MONTH JULY 1991 (MILLIONS)

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	7 MO. AVG.
SHIPMENTS													
1991 MONTHLY	224.0	288.4	354.2	282.1	274.8	395.9	289.5						301.3
1990 MONTHLY	219.5	293.3	381.8	233.7	292.1	407.2	249.4	470.6	632.9	553.5	487.3	270.2	296.7
1989 MONTHLY	220.3	317.6	373.1	279.3	346.4	413.7	280.8	466.1	593.6	561.8	466.7	262.9	318.7
1991 CUMULATIVE YTD	224.0	512.4	866.6	1148.7	1423.5	1819.4	2108.9						
1990 CUMULATIVE YTD	219.5	512.8	894.6	1128.3	1420.4	1827.6	2077.0	2547.6	3180.5	3734.0	4221.3	4491.5	
1989 CUMULATIVE YTD	220.3	537.9	911.0	1190.3	1536.7	1950.4	2231.2	2697.3	3290.9	3852.7	4319.4	4582.3	
ORDERS RECEIVED *													
1991 MONTHLY	651.7	349.5	1028.1	732.5	315.9	522.8	384.5						569.3
1990 MONTHLY	673.4	359.6	1215.5	619.4	462.7	453.2	216.0	266.8	307.8	96.6	161.8	563.8	571.4
1989 MONTHLY	910.7	564.3	1133.7	644.7	410.6	421.2	263.0	233.9	211.7	120.8	13.3	546.8	621.2
**1991 CUMULATIVE YTD	636.4	979.3	1987.1	2701.0	2943.4	3417.4	3752.3						
**1990 CUMULATIVE YTD	659.7	1000.5	2193.8	2795.5	3216.2	3628.0	3773.4	3960.4	4197.6	4162.9	4207.2	4653.0	
**1989 CUMULATIVE YTD	889.3	1439.6	2535.5	3142.2	3478.6	3821.5	3988.1	4097.1	4219.0	4262.3	4159.7	4593.5	
CANCELLATIONS													
1991 MONTHLY	15.3	6.6	20.3	18.6	73.5	48.8	49.6						33.2
1990 MONTHLY	13.7	18.8	22.2	17.7	42.0	41.4	70.6	79.8	70.6	131.3	117.5	118.0	32.3
1989 MONTHLY	21.4	14.0	37.8	38.0	74.2	78.3	96.4	124.9	89.8	77.5	115.9	113.0	51.4
ORDERS ON HAND (AT END OF MONTH)													
1991 MONTHLY	1077.6	1132.2	1785.8	2217.6	2185.1	2263.2	2308.7						1852.9
1990 MONTHLY	1055.3	1099.6	1910.8	2279.4	2408.0	2412.5	2308.5	2025.0	1629.2	1041.1	598.1	773.7	1924.9
1989 MONTHLY	1269.0	1501.7	2225.4	2553.3	2544.8	2475.9	2361.3	2004.1	1530.3	1012.2	442.9	613.5	2133.1

** UNCONFIRMED ORDERS ARE NOT INCLUDED*

(COMPILED BY THE NPD GROUP)

***CANCELLATIONS HAVE BEEN DEDUCTED FROM YEAR-TO-DATE FIGURES*


TMA MONTHLY MARKET TREND REPORT
MONTHLY SHIPMENTS (Millions of Dollars)
JANUARY 1989 - JULY 1991
MILLIONS OF DOLLARS
800
700
600
500
400
300
200
100
0
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTRSH

TMA MONTHLY MARKET TREND REPORT
ORDERS RECEIVED (Millions of Dollars)
JANUARY 1989 - JULY 1991
1400
1200
1000
800
600
400
200
0
MILLIONS OF DOLLARS
1989
1990
1991
JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC
MONTHS
MMTROR

40 MANUFACTURERS CONSISTENTLY REPORTING FOR JANUARY 1989 THROUGH JULY 1991

BANDAI
BLAZON-FLEXIBLE FLYER
CADACO
CHILTON-GLOBE
COLORFORMS
DAKIN
EMPIRE OF CAROLINA
EDEN TOYS
ERTL
FISHER-PRICE
GOLDBERGER DOLL
HASBRO TOY DIVISION
HEDSTROM
KENNER
KRANSCO
LEGO
LEWIS GALOOB
LIONEL
LITTLE TIKES
MATCHBOX (USA)
MATTEL
MIGHTY STAR
MILTON BRADLEY
M & S SHILLMAN
NATIONAL LATEX
OHIO ART
PARK PLASTICS
PARKER BROTHERS
PLACO
PLAYSKOOL
PLAYMATES
POWER WHEELS
PRESSMAN TOYS
PROCESSED PLASTICS
PROLL
ROADMASTER
SANITOY
STEVEN
STROMBECKER CORP
TYCO